UNDERPERFORMING
BILLBOARD DREAMS
IN NEW ORLEANS

All billboards in New Orleans in the fall of 2005 were underperforming; if not rendered absurd or irrelevant by catastrophe, erased by the hurricane to blither like old TV screens tuned to grey noise. Many would stay that way for months and years as advertisers had no interest targeting a much depopulated city beset and preoccupied with basic concerns.

Closer to the ground, language sprouted. Ugly mass produced plastic signs advertising recovery services proliferated and many took matters into their own hands: for a can of spray paint, shard of plywood and a useful service to proclaim, a person was in business. This book promotes those efforts and imagines the billboard as a civic witness, memorial, reflection and marquee for stories from an extraordinary time.

Chris Sullivan
New Orleans 2001

CBS

CBS
CONTI BEAUTY SUPPLY

Slight PUBLICATIONS 2012 thingnamer@gmail.com

CBS
AFRICAN HAIR BRAIDING
MAÏGA
949-2003
A BIBA
945-4080

BARBER
SHOP
NOW
OPEN
8 til 8
VIACOM

BARBER
SHOP
NOW
OPEN

BILLIONAIRE
BARBER'S
CLUB LLC
BBC
504 948-1973

BUBBLE
CAR
WASH
KINGS
Wings
'n'
Things
Al's COLLISION
SHOP HRS.
8:30 AM
6:30 PM
McNeilus

CBS
BURCH TIRE
FLOATED TO
TOWN LITTLE FRANCE, METAIRIE
504-737-0384

CBS
CARBURETOR
ALTERNATOR
REBUILDERS
MOVED TO
4711 BUNDY RD.
GLENN 915 0334
MORRIS 915-7577
STUCCO
319734 3

CAT
F.W.
10-2
LAUNDRYMAT
MON
SAT.
7 AM To. 6 PM
SUN 7AM 6PM
SAENGER THEATRE
1115

CBS
5600
CAFFIN
FOOD STORE
CBS
CUT RATE
TV
AND
MIC
REPAIR
AND
MODEL
9448624
WARNING

CBS
Cheap
stumps
Removal
274-8257
ELYSIAN FIELDS
SELF STORAGE
CLIMATE CONTROLLED
(504) 944-8585
EVERLAST
Floors Today
U-HAUL
LATTER & BLUM
FOR SALE
569-9300

CBS
STOP

CARVER
MEDICAL
CLINIC
URGENT CARE
COMING SOON!
CEM
CANAL
403
2015
DANG IDEAL
SUPERMARKET
PO-BOYS · BEER · LIQUOR
COLD CUTS · 821-4669

2.00
1.75
16 oz
1.25
12 oz
50
CBS
KIM'S FOOD STORE
ICE - BEER - LIQUOR - CIGARETTES

VIACOM
CLAIBORNE

VIACOM
NEW ORLEANS CENTER
FOR THE EDUCATION OF ADULTS
CLASSES BEGI
AUG 8 2005
NEW ORLEANS PUBLIC SCHOOLS

CLOSED
TITAN

CBS
DOCTOR PIPE
PLUMBING
833-7072

CBS
Dentistry
CBS
DENTAL CARE

DOCTOR OFFICE
OPEN AT
SOON
897 9800
FOR SALE

THE DUGGINS LAW FIRM
WWW.DEBTCOLLECTORSLLC.NET
eBASE
HOSTING·DESIGN·EMAIL
www.ebaseweb.com
PEP
Aida's
GROCERY ST
STOP
AIDA'S
GROCERY
STORE
BEER·WINE
Liquor

DONALD'S GROCERY
SAFETY FIRST
Cheap
Stump
Removal
274-8257

EVERYTHINGMUSTGO
VEHICLE WHOLESALE
CARS BIKES SUV
504-827-9995
504-723-7024

GLAPION'S
FUNERAL
France MEAT MARKET
ICE
BREAKFAST
HOT
Plates

VIACOM
FREE HOT MEALS
EVERY WEDNESDAY 12-2PM
AROUND
BACK

VIACOM
FREE MEDICAL CARE
Come Go With Us
Go Disposal, Inc.
(504)309-0033

GAMBOA
DAIQUIRI CHEF
COME IN AND
REGISTER
TO
AND
DRIVE THRU

CBS
GALVEZSUPER MARKET
FRESH MEATS
COLD CUTS
CBS

CBS
HIP HOP CLOTHES
LADIES & CHILDRENS
822-6449
DO NOT
ENTER
CHEAPLY
202-7634
CHEAPLY
202-7634
CBS
Circle
Food

GENTILLY
LAWNMOWER & BICYCLES
SALES SERVICE PARTS
ECHO
POWER BLOWERS · CHAIN SAWS
CBS

CBS
CLUB
1355
OPEN FOR
PARTIES
CBS
JOYCE'S PRALINE

HOUSE GUTTING
LOCAL & INSURED
STARTING $150 SF
274-9990
CBS
Checks Cashed · Payday Loans

IDEAL FOOD STORE
PO'BOY-BEER-MEAT
SEAFOOD
2614
Prudential
GARDNER
FOR SALE
891-6400
BRETT A. RECTOR
504-442-2277
Prudential
GARDNER
OR SALE
6400

IN HURRY
Liquor Store
3258 1/2
ALJA J. MEYERS
GATORS

VIACOM
KITS & RELAXERS
STYLING GEL
OIL SHEEN
SPRITZ
CONDITIONERS
HAIR COLOR
GEL ACTIVATOR

CBS
HOT SAUSAGE call 224-0592

VIACOM
LOUISIANA
PURCHASE
AUTOMATED BENEFIT CARD
504476 1234 5678 90
John DOE
DEPARTMENT OF SOCIAL SERVICES

VIACOM
K&M
SUPER MARKET
SUPER MEAT STORE
943-7407
Pork Chops

RE-OPEN
Louisiana
245-1661
PRIDE SEAFOOD
Louisiana PRIDE SEAFOOD
SPECIALS

YOUR LOCAL BLACK MINORITY CONTRACTORS
MACKIE CONSTRUCTION
DISASTER RESPONSE TEAM
COMPLETE RESTORATION
LICENSED & INSURED
ROOFING • PAINTING • SHEETROCK REMOVAL
CARPET REMOVAL • LOCAL CONTRACTOR
504-782-9007 504-914-0728
715-5083
+ING
AMERI-HOME MORTGAGE, LLC
"Service Beyond Expectation"
Home Purchases • Commercial Loans
Refinances • Construction Loans • 2nd Mortgages
504-218-7674
SIGNS
TRUCK / CAR MAGNETICS
361-3789
PEPSI
(PENING SOON
SANTOS AUTOMOTIVE CENTER INC.
NOW OPEN
GOLDEN EXPRESS
FOOD MARKET
COMING SOON

MO BEAUTY
CBS
Swati Shah, M.D.
Obstetrics and Gynecology
niel Bouchette, M.D.
Family Practice
3322 St. Claude,
Orleans, Louisiana 70117
504-947-7754

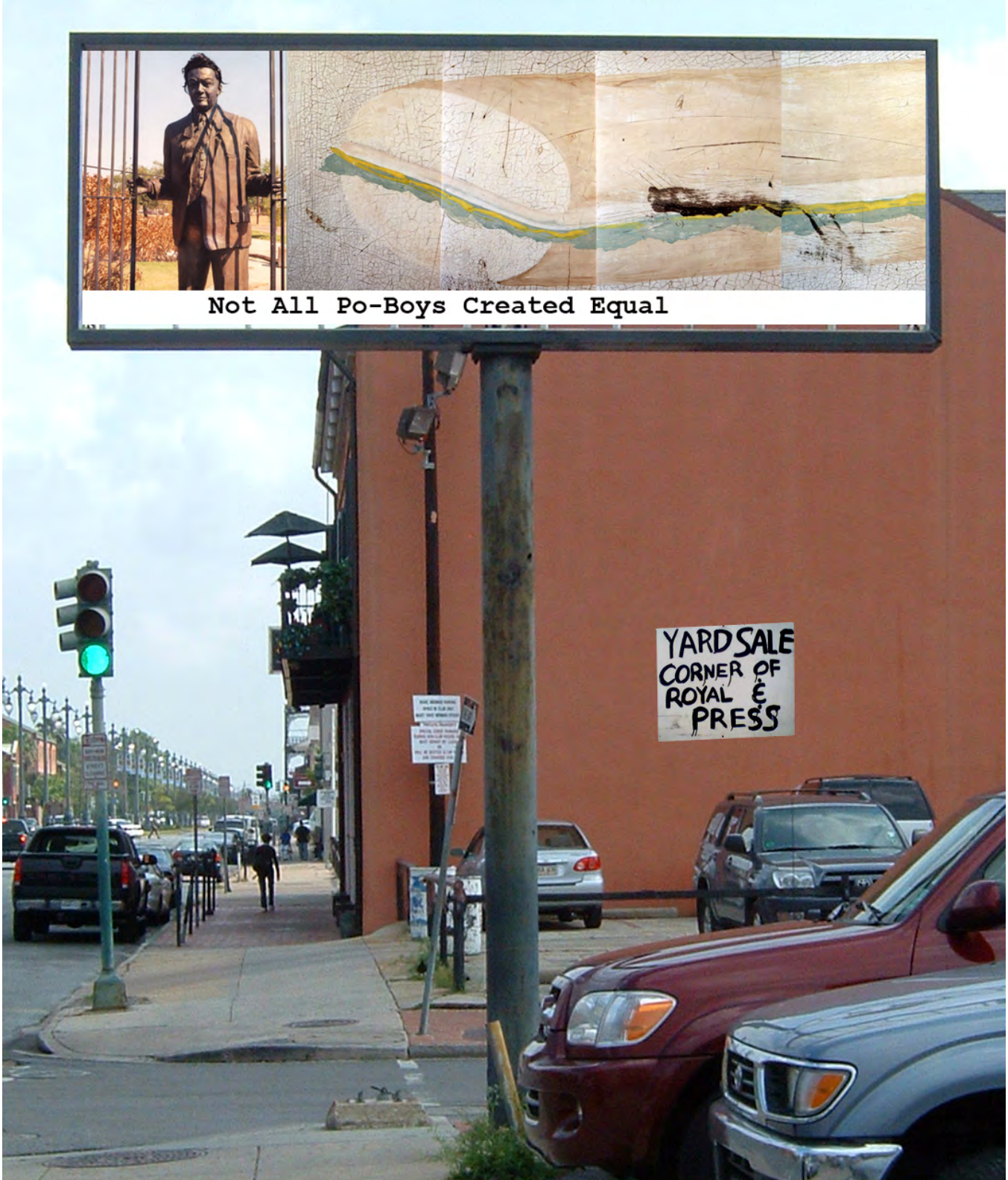
Morgan's
ALTERATIONS
TUXEDO...
RENTAL
CLEANING &
PRESSING
CHOIR Robes
MADE
OPEN 10 AM - 6 PM
TUES-SAT.
821-1009
DASANI
AUTOASIS
AIR
WATER
TRUCK
ROUTE

VIACOM
NO LOITERING
NO CRACK SELLING
NO CAT SELLING
THE FACTS
NOPD
MR. SAMUEL WILL BE BALLED

NO ONE UNDER
25
NO LONG Shirt
NO
Hanging Pants.
STOP

VIACOM
NEW BEGINNINGS
HAIR SALON
SPECIALIZING IN HAIR CARE RELAXER
CURL PRECISION CUT WEAVING COLOR
504 - 822 - 0611
TOP

NAILS
949-0220
DRAWINGS EVERY WEDNESDAY AND SATURDAY ON
CBS
Elk Pl
Canal
Basin


Not All Po-Boys Created Equal
YARD SALE
CORNER OF
ROYAL &
PRESS

VIACOM
Mgmt. NOT RESPONSIBLE
FOR
THEFT, DAMAGED
OR LOST PROPERTY
Phone

SUNDAE
SUNDAE
With ONE
FREE
TOPPING
EXTRA
HOT LUNCHES. SANDWICHES & PO

OPEN

CBS
Building Forsell
Phone# 504-982-3937
OR 504-272-4561
CBS
RAMSEY CALL
TINY NEED BILD
AND MORE WORK
OUT
NEW ORLEANS AUTO CARPET
MFG. CO.
400 S Broad 821-3961

CBS
ROOF
REPAIR
228-343
2197
MAUDI GRA
SPECIAL
THUR FEB
STARTING
AT $350.00

NEW ORLEANS AUTO CARPET
MFG. CO.
400 S. Broad · 821-3961

CBS
Moved @ 1153
N. BROad
2 BLOCKS
(Boss Status XPRESS)
BETWEEN ESPlanade &
URSALINE
Now OPEN
Same Good
DEALS
B's, G's & MORE

CBS
SIGNS BY CHARLES OTIS
504-905-5064
CBS
NOT
OPEN
king Only!
CATFISH FILLET 2.99 LB.
WHOLE CATFISH 1.99 LB.
DRUM FISH 2.69 LB.
CROAKER 1.99 LB.
GARFISH
MULLET 1.99 LB.
FRESH RABBITS 2.99 LB.
PATTON'S HOT SAUSAGE 5 LB BUCKET
12.99
SUPPER FISH TROUT FILLETS 2.29 LB.
ATM Inside
Hot, Fresh Pizza!
CRAWFISH

20oz
16oz
12oz
10oz
ALMOND
BANANA
BLACKBERRY
BLUEBERRY
BUBBLE GUM
CHERRY
CHOCOLATE
COCONUT
COTTON CANDY
CREAM SODA
DREAM SICLE
GRAPE
HAWAIIAN PUNCH
ICE CREAM
LEMON
LIME
MANDARIN
NECTAR
ORANGE
PEACH
PINA COLADA
PINEAPPLE
PINK LEMONADE
RASPBERRY
ROOT BEER
SPEARMINT
STRAWBERRY
STRAWBERRY SHORT CAKE
TUTTI FRUITI
VANILLA
WATERMELON
WILD CHERRY
PINK BUBBLE GUM
STOP THE KILLING
LISTEN TO FARRAKHAN
TUESDAYS ON CHANNEL 78
12:30AM. & 12:30PM.
Phone

CBS
St. CIAUDE
Used Tires
3201 St. CIAUDE Ave.
GriFFin-SipS
Family & FrieNdS
RestaurANt
The BywAter
Place to be!!

CBS
THIS & THAT
SALVAGE CO.
ELECTRICAL & PLUMBING SUPPLIES
861-1524
REST. FURNITURE • KITCHEN EQUIPMENT • MATTRESSES ETC.
CBS
We Do TILE
985 351 9569

T.G.O. CONSTRUCTION
WE DO IT ALL
FREE ESTIMATES
504-939-7523
NACHOS
HOT DOGS
PIG LIPS
PICKLES
CHIPS
Doritos
Candy
NACHOS · HOTDOGS · CANDY · PIGLIPS · PICKLES · CHIPS · DRINKS
GARFIELD

TAQUERIA LAS CAZUELAS
TACOS
TORTAS
TOSTADAS
PROBADITAS GRATIS
713-231-4899
TACOS Y TOSTADAS
ESTILO LA SIBERIA

REPAIR
WARRENS
PLUGS
TIRE
FLATS
SHOP
1937 DUMAINE ST.
KATRINA
TRAVEL TRAILER PARK
8207 CHEF HWY.
(504)235-6592

WE MOVE YOU
TO HOUSTON
TEXASCHEAPLY
504 218 5099
713 417 9325
I WILLMOVEYOUR
LUMBER
SHEETROCK
MATERIALTO
YOURHOUSE
713 417 9325
504 218 5099

SE HABLA ESPAÑOL
SIGNS
AVAILABLE
569-8300

IDEAL

CBS
$65. A SHEET ENGLVING
SHEETROCK / TEXTING / FLORTING
AND PAINTING FINISH.. ALSO ROOFING
TEL 504 3442413
CBS
Coca-Cola
Ice Cold
Coca-Cola
Available Inside
Coca-Cola
Ice Cold
Coca-Cola
Available Inside

$4.0 0 EORE5 30P
$ 5.5 0A FT 5 0P M
277-976 6
ROC Y H OR ROR SEPT 3
BROTHERS GRIMM
THEATER WILL REOPEN!
CALL WITH IDEAS HOW
504 343 4340
CHECKS CASHED
SHORT-TERM LOANS
ACE
DAN BURGHARDT
INSURANCE
TITLE & TRANSFERS

One day collected signs, framed nothing but blue sky
and wires and clouds and dreams of services to supply
Exhibition Opportunity for a Visual Artist in New Orleans

THE PARENTS OF DRED WERE AT IT AGAIN
sunny and fine and in the wrong place at the wrong time –
trying to follow Billy's advice – Let Creative Energy – brought me
to the intersection of Orleans x AnY Food Mart.
This is not *any* Food Mart. The n is a poor man's Ampersand.
I stopped to camera collect it for a private New Orleans I was
making, where Justice may not reign, but Underperforming
Billboards Dream. Services on painted plywood, wire-tied eye level
to a telephone pole by the stop sign, are promoted (digitally) to
rub shoulders with SUVs, Hospitals, Bottled Spirits, Hamburgers to
announce, for example,

Cheap Stumps Removal 537-2187

and I thought the AnY Food Store deserved as much.
This is near some vacated public housing projects that while
historic and well built, received 1/4 inch of water after the levees
broke so all residents were evicted permanently to demolish the
housing and redevelop the property – these buildings were hard
to police; now one has time to stop his cruiser and pounce on my
Corolla, where I sit fiddling with settings on a digital camera.

Any
Food
Store

A white man in this hood:

a) could only be buying drugs

b) is admiring a hand painted *n* as ampersand

c) you see my problem has always been explaining

d) in my pocket is a Louisiana Safety Net:

a book of matches, yellow cover, black letters

1-800-NOT-GUILTY

I have a Hubigs Pie Wrapper in the corner of my windshield in lieu of an inspection tag – for I'd have to replace the windshield to get that sticker. This has been my mistake, wasting the genius of my $800 Corolla, for sure it is capable of delivering me to some moist, salt laden everyday Pacific air.

But I have persisted in using it to stay here.

The Peace Officer says

- Put your hands on the dashboard where I can see them.

Deep breath.

I collect CS's - is Cuffed & Searched Coming Soon?

My Language Photography was going to blow the lid off of this place and we can't have that.

I lift my hands.

Appendix:

Most of these pictures were taken in 2005-8. In the beginning the signs were made on unprimed plywood. Then pressboard, primed white, and some time after came the orange border. A few years ago, the phone number changed. Lately a pair of sticks are tacked horizontally to reinforce the sign to make it more durable. Had I kept up with every placement I've seen, this folio would exceed 100 pages, and I sigh with admiration every time I see one without camera. To my eye it conveys all you want in a tree trimmer: competitive rates, consistency, height, audacity, cunning and persistence. Now I'm back on the beat, trying to keep up with the latest, aspiring to collect them all and publish the definitive edition of

DISCOUNT TREE CUTTING.

DISCOUNT
TREE
UTTING
2378805
DISCOUNT
TREECUTTING
5042378805
EXIT

DISCOUNT
TREE
CUTTING
2378805
STOP

DISCOUNT
TREE
CUTTING
2378805
Chevron
Fast Pay
293
303
313
Car Wash
FOR
RENT

DISCOUNT
TREE
CUTTING
2378805
LSU
TEACHING THOSE WHO HEAL LOUISIANA

DISCOUNT
TREE
CUTTING
2378805
poleon Ave.
Napoleon Ave.
WE BUY HOMES!
877-56-DREAM
Ochsner
NEW ORLEANS
VooDoo

DISCOUNT
TREE
CUTTING
2378805
FLOOR INSTALLATION
TILE $1.75 SQ FT
LAMINATE $1.00 SQ FT
504-235-8408
TRUCK
ROUTE
POWERADE
32oz. Bottle
2 FOR $2.29

DISCOUNT
TREE
CUTTING
2378805

DISCOUNT
TREE
CUTTING
2378805
BUS
STOP
LO AUTOGLASS
WINDSHIELD
REPLACE & REPAIR
504-301-8353
HAULING &
DEMOLISHING
"NO JOB TOO SMALL"
504-495-0744
FREE ESTIMATES
LICENSED & INSURED
ATM
INSIDE
Community
Coffee
BEER
UNLEAD
PREMIU

DISCOUNT
TREE
CUTTING
2378805
EASTSIDE
ROOFING
INSURED
601-342-6024

DISCOUNT
TREE
CUTTING
2378805
LEVEL ENGINEERING
FOUNDATION REPAIR
HOUSE LEVELING/RAISING
504-919-9159
OPENING FALL 2007
Dr. Martin Luther King, Jr.
Charter School
1617 Caffin Avenue
Rededication: Sunday
June 10, 2007
at 11:30 a.m.

DISCOUNT
TREE
CUTTING
2378805
DIGITAL
PRINTS
FAST
DRIVE
THRU
PHARMACY

DISCOUNT
TREE
CUTTING
2378805
ONE WAY
TURNING
VEHICLES
TO
PEDESTRIANS
conoco
TRIANGLE
DELI
254
264
274

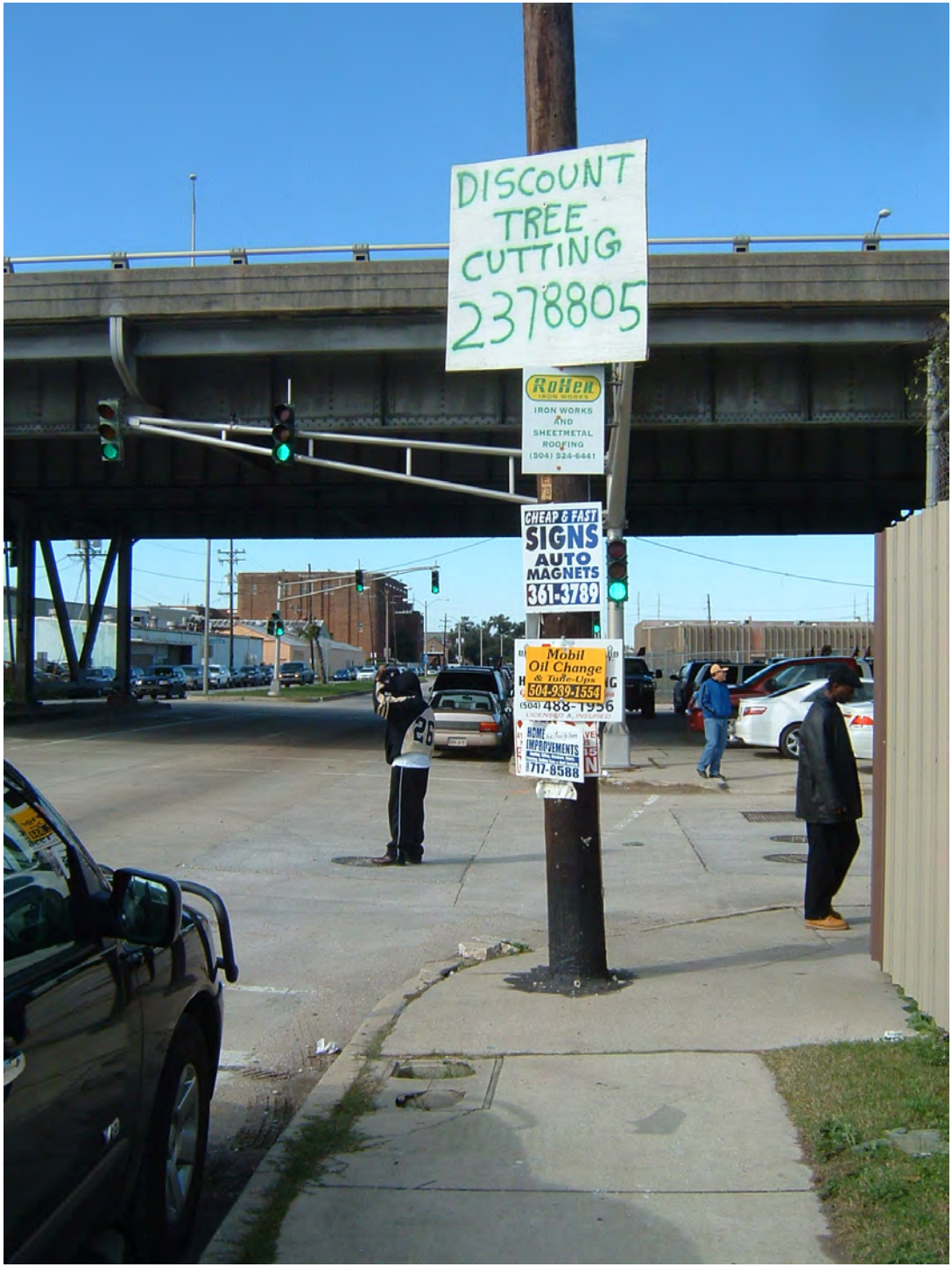
DISCOUNT
TREE
CUTTING
2378805
NO TRUCK
ROUTE

DISCOUNT
TREE
CUTTING
2378805

DISCOUNT
TREE
CUTTING
2378805
TURNING
VEHICLES
YIELD
TO
PEDESTRIANS
Tulane
504-220-1998
Summer
Transportation
For Kids
504-296-7448
NOW OPEN!
7300 Read Blvd.
504-240-3173

DISCOUNT
TREE
CUTTING
2378805
ONE WAY

DISCOUNT
TREE
CUTTING
2378805
Florida
House
488


DISCOUNT
TREE
CUTTING
2378805
Rollen
IRON WORKS
IRON WORKS
AND
SHEETMETAL
ROOFING
(504) 524-6441
CHEAP & FAST
SIGNS
AUTO
MAGNETS
361-3789
Mobil
Oil Change
& Tune-Ups
504-939-1554
(504) 488-1956
HOME
IMPROVEMENTS
717-8588

DISCOUNT
TREE
CUTTING
2378805
RAPID
BUS
STOP

DISCOUNT
TREE
CUTTING
5th 2378805

DISCOUNT
TREE
CUTTING
2378805

DISCOUNT
TREE
CUTTING
504 2378805
SUPERDOME
10 WEST
Baton Rouge
NEXT RIGHT
EXIT ONLY

DISCOUNT
TREE
CUTTING
331-5861
Erato
ROAD
WORK
AHEAD

DISCOUNT
TREE
CUTTING
331-5861

DISCOUNT
TREE
CUTTING
331-5861
NO LITTERING
$1000 FINE
ONE WAY

DISCOUNT
TREE CUTTING
504 2378805
DISCOUNT
TREE CUTTING
(504) 2378805

: DEPARTMENTS OF PARKS AND RECREATION NEW ORLEANS

Today I had the opportunity to explain Language Photography to a pair of burglary detectives. It started at the salvage yard, where I'd gone to recycle a washing machine. That's $6.78 for me, and I did a double take to see a man wearing a detective badge with the cashier at the pay station; got my money and left. Hadn't got far when I had to pull over and take pictures of a basketball hoop for a project called Departments of Parks and Recreation New Orleans. I took about a dozen with this joyless photon recording device - a 10 year old Nikon, bought for $30.00 from Ebay.

Returning to the Corolla to see the detectives had pulled over too.

- What you doing?

- Taking pictures of that basketball hoop.

- What's that for?

- I like to take pictures of hoops put up for kids.

- Yeah, can I see?

He pointed to the camera.

How about that.

- Sure.

I hand it to him

He hands it back and says

- How do you replay?

I fumble with it cause my hands are large and its buttons are inscrutable, small and new to me. His partner says

- Is that your camera?

- Yeah. I don't know these digital things very well.

I was raised on film.

- Back in the day developing and stuff.?

- Yeah

- Didn't you come out of the salvage yard?

- Yeah, my washer took a dive and I dismantled it to bring here.

- Come here a lot?

- Just when I have junk to recycle.

By now his partner is scrolling through my pictures.

Yes a lot of hoops.

Then pictures of my van.

- You take pictures of cars too?

- That's my van, its being towed to the junkyard tomorrow.

And he keeps going back through pictures: of my socks drying on a clothes line, copy stand views of spreads from Slight Publications books, Discount Tree Cutting signs; hands it back and says

- A nice hobby huh?

- Yes

- Alright

- Thank you officers. as I always will say to armed authorities.

I hate that effng camera. I do love my hobby though.

4 Editions of Babel-17
11 Covers of Triton, a Novel by Samuel R. Delany
About the Author
Catastrophe Basketballs New Orleans
Colour Night Real Estate Photography from Kern City and Bakersfield 1983
Corners and Napkins: From the College and Carleston and Clement Street, San Francisco
DIY Couch Demo
Dropt / Over
Flower Photography in the Nineties
For I Will Consider My Chum Penny
Great Moments in Medicine: After Robert Thom After 40 years in the Window at Joes Rexall, 16th and Geary, 94121
HSCA Mug Book: 88 Persons of Interest in the Assassination of John F. Kennedy
Inspector Wear Skirts: Thai Movie Posters 1988
I Wuv My Van
Lyric Flypaper Paging Chris Sullivan
Mere Nola (Published by Lavender Ink)
My Life in the Photo Booth
Nearly a Monograph of Lester Carey:
Market Paintings of Po Boys in New Orleans 2005-7
NOTICE THIS IS A RUG FREE WORKPLACE
Pahokee High School Prom April 18 2014 Photographs by Otis Ike
Queenie
The Boss Chocko Soliloquys
The Coffee Shop Photographs
The Copula
The Distributed If Story
The Garage Door Storey
The Journal of Public Domain
The Mona Lisa Contest
There Is A Foot on Geary Street
This Hat Belongs to Jeff Peters: The Creeping Terror in Exegesis
Tumbleweeds and Stuff
Folio of Deleted from Tumbleweeds and Stuff
Folio of Deleted from Folio of Deleted from Tumbleweeds and Stuff
Underperforming Billboard Dreams in New Orleans

About the Artist

YARD SALE
CORNER OF
ROYAL &
PRESS
Jefferson Davis Pkwy